

## ABSTRACT

Techniques are disclosed for providing autonomic content load balancing. A programmatic selection is made from among alternative content versions based upon current conditions.

Preferably, the alternative selectable versions specify content to be used in a Web page, and a version is selected responsive to receiving a request for the Web page. The selectable version

5 may comprise the Web page, or a component of a Web page may have selectable versions.

Optionally, the Web page may include more than one component with dynamically-selectable content. In this case, the versions may be selectable independently of one another.